

**FOR IMMEDIATE RELEASE**  
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## **New Alcohol Abuse Prevention Campaign Kicks-Off at the N.D. State Fair**

BISMARCK, N.D. – The N.D. Department of Human Services' Mental Health and Substance Abuse Services Division will kick-off a new alcohol abuse prevention campaign, **Take a Closer Look**, at the N.D. State Fair in Minot on July 23.

"The State Fair is the perfect place to share our message about alcohol abuse prevention through face-to-face communication," said Pamela Sagness, prevention administrator with the department. "Our goal is to encourage individuals to **Take A Closer Look (TACL - Tackle)** at the effects alcohol abuse has on our children, teens, families, and communities in North Dakota."

Sagness said special educational materials have been created including a logo shaped as a bottle filled with text describing the effects of alcohol abuse: regret, poison, depression, loss of control, isolation, brain damage, and death. The statewide effort also promotes healthy living and urges adults to drink responsibly and in moderation.

"Alcohol is often glamorized in the media and in advertising. Kids are exposed to these messages. We want to remind people about the very real and negative consequences of alcohol abuse. In North Dakota it's time to say 'Not Our Kids,'" Sagness said.

According to Sagness almost half of all arrests are alcohol and drug related, and 20 percent of all arrests are DUIs. Alcohol is also a contributing factor in 35 percent of domestic violence cases.

The department will have a booth in Commercial Building II on the State Fair grounds handing out **TACL** prevention materials including Frisbees, backpacks, wrist bands, magnets, and lip balm.

The Mental Health and Substance Abuse Services Division is a leading resource of substance abuse information and prevention efforts in the state. The division operates the North Dakota Prevention Resource and Media Center which offers free materials to individuals, schools, and community entities. The Division also conducted outreach efforts during Red Ribbon Week and the State Class "B" Boys and Girls High School Basketball Tournaments.

For more information on substance abuse prevention, log on to [www.nd.gov/dhs/prevention](http://www.nd.gov/dhs/prevention).

**Note:** Sagness will be available for media interviews at the booth in Commercial Building II on Friday, July 23 from 10 a.m. to 3 p.m., July 27 from 10 a.m. to 3 p.m., and Thursday, July 29 from 4 p.m. to 9 p.m. to talk about the new campaign, its goals, and future outcomes.

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